

Combined Fund Drive Committee Meeting Minutes
September 15, 2009
University of Washington Tacoma – GWP Room 320
Tacoma, WA

Call to Order/Introductions

The meeting was called to order at 9:10 by Tom Haines and introductions were made.

Committee Members Present

Tom Haines, Robbie Paul, Melanie Reynolds, Dean Speer, Carol Trisko

Staff Present

Heidi Jones, Randy Ryan, Scott Turner

Guests Present

Barb Bocek, Mike Woodman, Karen White

July 21, 2009 Meeting Minutes

The minutes of the July meeting were reviewed by everyone. Melanie Reynolds said the notes from the meeting with Eva on July 21 should be included in the minutes. Randy will put a list of the items she presented and place that in the minutes. Carol Trisko moved to approve the minutes, Dean Speer seconded the motion and it passed. Kudos were extended to Kathy Loes, in her absence, for a job well done on these minutes.

Financial Statement

Heidi Jones went over the financial statement report for July 2009. There was a question on the percent of income (contributions) for the year. Heidi mentioned that we are 8% through the year but the income is only at 6.65%. She said we need to remember that higher education does not send us as much during the summer because some faculty are not working. Dean Speer asked if our admin costs are way down. Heidi said that is not necessarily true because we make quarterly contract payments and those costs will not show up until the September statement.

CFD Program Manager Report

Randy gave a report on the system application and the changes that are happening now. Karen White asked if it is possible to receive a baseline report for charities broken down by county pledges. Randy said he will run that report and get that to her. Karen also mentioned that the “search” functionality is not working well from her perspective. She and others said that too many charities are coming up in the search when you search by key words. Tom asked the committee if they felt it should request DOP look into this functionality. Robbie Paul made a motion for the CFD staff to submit a Help Desk ticket

to redesign the search engine to be more refined and efficient. Carol Trisko seconded the motion and it passed.

Randy mentioned that the campaign materials have gone out and were sent out efficiently by the state mail service. Dean mentioned that the Charity Guide was “quite dandy”. Randy talked about the coordinator trainings that have been done or will be done soon. There was discussion on the transferability skills for our volunteers from these trainings. All felt the trainings should be designed to allow the volunteers to use what they learn in their state jobs. Dean mentioned that the University of Washington trainings have gone well. Melanie wanted to know how many training hours have been used for state employees. Tom felt this should include travel time also. Randy said he will try to get this information and have it at the next meeting.

Randy mentioned that the charity fairs for Thurston county will be on September 15 and 16 and the King county kickoff will be on October 1. Randy talked about the baseline report for the 2009 campaign and had a comparison to the 2008 campaign baseline.

Randy also presented the information about the shrinkage rate for 2009. Tom wanted to know more information about how the numbers are being calculated and maybe a breakdown on the agency information. This will be placed on the November agenda for discussion. It was mentioned that the federal campaign has a normal shrinkage rate between 4.5 and 5.5% and that the private sector campaigns generally run much higher than what we’re reporting so far.

Randy mentioned that he and Kathy Kimbel have met with 5 agency directors and have had some great discussions. He mentioned that the meeting with the DSHS Secretary went very well and support for more volunteers to be appointed will happen in the future. Tom asked if it is possible for Eva to take a report to the Governor’s cabinet meeting and ask for their support in this campaign. Scott said he will talk to Eva and try to make this happen.

Randy said that the Program Specialist position has been offered to Cheri Williams and she has accepted the position. She will start on October 1st.

Recap on CFD Action Items

Tom led the discussion on the action items.

Action Items with changes are below:

#6 – the date for completion will be changed to “on-going”.

#7 – this will be taken off the list as it will be complete with the approval of the charity application policy.

#8 – this will be taken off the list as it will be complete with the approval of the charity application policy

#9 – this will be taken off the list as it has been completed with the improvements to the online system by the DOP tech team.

#10 – Randy mentioned that Kim and Kathy are looking at ways to track complaints and requests coming to the CFD office. He will report back in November on the progress. The completion date will be changed to 11/09.

#11 – Randy mentioned that Clayton has been working on You-Tube type functionality for displaying charity videos on the CFD website and has obtained the approval of DOP to display them. The comment section will be updated and the description of this item will be changed to add the words “What does this mean”. The due date will be changed to “on-going”.

#12 – this will be taken off the list as it will be complete with the approval of the fundraiser policy.

#13 – the description of this item will be changed to show that the comments from the discussion with Eva on July 21 will be added and the “By When” column will be changed to “on-going”.

#14 – There was discussion on gathering the human resource hours spent as we look at our long term vision. This includes the number of hours volunteers spend on CFD activities. It was suggested that we look at only campaign time to track this information. Melanie said she will send Randy a paragraph to place in the comment section of this item. Melanie will be added as a person responsible for this task. The due date will be changed to “on-going”.

#15 – The Marketing Committee will look at this for November. The comment section will be updated to add the work Heidi has done on this and the description of this item will be changed to add the words “What does this mean”. The due date will be changed to “on-going”.

Sub-Committee Reports

Executive Committee

Charity Application Policy

Randy discussed the changes made to this policy at the Executive Committee meeting. Karen mentioned that the second bullet under the question “What are the requirements for charity approval into the CFD?” needs to be changed to read “Charities must submit the IRS determination letter to the CFD office. An Advanced Ruling will be accepted for approval into the CFD”. It was also suggested that the list of certifications be inserted

added to the last bullet under this question. Carol moved to approve the policy with these changes and Dean seconded the motion. The motion passed.

Fundraising Policy

Randy discussed the change made to this policy at the Executive Committee meeting. There was discussion on the confusion of the type of deposits by higher education into the state treasury. It was suggested that we add the words “fundraising income” into “What are the general guidelines for a CFD fundraiser”, #2, bullet number 3 to read “If an institution deposits fundraiser income into Fund 525 the transfer to the Department of Personnel will take place at the end of each annual CFD campaign or by the end of either March or June.” It was also suggested that the wording under the section “Enforcement” be changed to the same wording under the “Enforcement” section of the Charity Application Policy. Dean moved to approve the Fundraising Policy with the added changes and Robbie seconded the motion. The motion passed.

Charity Minimal Donations

Randy presented the issue that 806 charities are receiving less than \$200 per year in pledges. The WAC states that the CFD Committee may disapprove a charity that receives less than \$200 in annual pledges. The issue is that these charities are receiving a minimal quarterly distribution and the question is whether we should continue to send these minimal donations to these charities. There was discussion on the issue of inclusion or exclusion of charities in the campaign. It was mentioned that we need to know how many donors are affected by this and not only look at the amount of contributions. There was also discussion on whether this should include charities that are members of a federation, as the minimal payment does not affect them. It was decided that there was not enough information for the committee to make a decision on this and requested more information from staff and that it be placed on the November agenda. It was suggested that we understand what the cost of a warrant is and should there be a minimal amount that is sent out quarterly.

Policy on Non-Deliverable Donations

Randy presented a policy that provides remedy for dealing with dollars designated to charities who have either gone out of business or who cannot be located, and the donor of those dollars cannot be reached. . The policy allows that these types of funds will be distributed as non-specified dollars. Carol moved to approve this policy and Dean seconded the motion. The motion passed.

With no other business, Tom adjourned the meeting at 12:03 pm.